

100 CAR TRAIN HAS MOTOR CARS ONLY

Record Shipment of Willys-Overland Made From Toledo to East.

Two enormous trains, packed to the roof beams with Overland and Willys-Knight automobiles, left Toledo last week on their way to the Atlantic and Pacific oceans. These two trains carried Toledo made motor cars valued at \$1,250,000.

Railroad operating officials smile in these trains to establish new records for the rapid handling of freight shipments, in the one instance from Toledo to the Atlantic seaboard and in the other from Toledo to the Pacific coast. The shipment to the East is the largest single train shipment of automobiles made by any member of the automobile industry this year. It takes its place on the record books of the Overland as the largest single train shipment that ever has left the Overland plant.

The train for the East, traveling over the New York Central lines for New York, Boston and Philadelphia, consisted of 100 freight cars in a solid train. Headed for San Francisco a train of eighty cars, carrying 200 Overland and Willys-Knight motor cars, left the Overland yards with all the energies of the Western railroads bent on equaling or bettering the record time made by the Southern lines early last month in delivering a train of eighty-six freight cars of Overland automobiles in Los Angeles.

These shipments are an indication of the remarkable strides that the Willys-Overland Company has been making in production and sales during the last six months. These sales efforts reach a climax for the last month of the year in these record breaking trainloads. In the Atlantic coast shipment there were 615 motor cars, representing with the included parts shipments a value of \$1,250,000. The freight charges on this 100 car solid trainload amounted to more than \$38,000.

There were 281 Overlands and 100 Willys-Knights in the San Francisco shipment. They represented a value of approximately \$400,000. The freight bill for this shipment totaled \$38,500.

FOUR FINE COLE CARS DISPLAYED AT SHOW

Four different body designs of the model 400 Cole are on display at the show. They are the tourster, ultra-sportster, coupe-brougham and the sportster.

The tourster is a standard seven passenger touring car. The ultra-sportster appeals to those who admire the sporty looking car. It is a dark brown with brown leather upholstery, bicycle fenders, individual aluminum steps, trunk rack, body bars, two extra wheels mounted forward on each side of hood and with full nickel trimmings.

The sportster is a luxurious looking closed car. It is painted a gray with gray upholstery and has a seating capacity for four passengers with ample foot room for baggage and parcels. This body design is finished with the craftsmanship which characterizes all Cole cars.

The coupe-brougham is perhaps the most popular of the cars in the exhibit and is regarded as one of the most beautiful cars in the show. This body type fills all the usual requirements of the big coupe and the small brougham. The front seats are of the individual Pullman type. This car is a rich maroon in color with upholstery to match. In equipment and detail it is as complete and beautiful as the other Cole cars.

In addition to the exhibit at the Palace the Cole Motor Car Company of New York local distributors, are holding a show of their own in their sales room at 1850 Broadway. They have a special suburban which is a Brewster green with wine color upholstery and

Hustling Harry



HARRY DE BEAR.

Harry De Bear sells the Maxwell and Chalmers in New York and as general manager of the branch has organized a fine selling organization which is introducing the 1922 models in a big way. Harry may be an old newspaper man, but he is a young hustling executive in the automobile business.

an ultra-tourster on display. Russell L. Enns, who is head of the local organization, has just announced completion of their new service department, which is located at 14 West Sixty-first street.

REMARKABLE ECONOMY RUN MADE BY STEPHENS

They are still talking about the remarkable achievement of a Stephens Salient Six which went 644.1 miles on twenty gallons of gasoline, according to C. Roy Clough, sales manager of the Stephens Motor Works.

The car officially checked out of San Francisco at 9 A. M. Wednesday, May 11, and made the trip to Los Angeles and as far back as Paso Robles before the twenty gallons of gasoline were consumed. The gasoline tank was sealed by Judge R. J. Flood of the Superior Court of San Francisco before the start was made. The run was observed from start to finish by impartial newspaper observers.

A remarkable point about the run was that only four quarts of oil and but four quarts of water were used. Notable as is this record itself it is far from an isolated example of the economical qualities of the Stephens. Mr. Clough declared. He said the Stephens won five firsts, two seconds and three class cups in seven officially observed economy and reliability runs during the last three years, making a grand average of 29.91 miles per gallon of gasoline for 2,166 miles.

First
see the
MARMON
Closed Cars
Space
A-21



Buick service insures the uninterrupted use of your investment

See the
New Model

Another reason why
Buick holds first
place at the show

When better automobiles are built, Buick will build them

CHADICK, DELAMATER CORPORATION

Cordially invite you to visit
their new Headquarters

623-625-627 West 23rd Street

and inspect their facilities and
methods of parts distribution.

Authorized Parts Distributors of

Continental Motors Corp. Timken Detroit Axle Co.
Warner Gear Co. (Commercial Cars)
Sheldon Axle Co. Pierce Governor Co.
Automotive Parts Co.

Thursday January 12

The Superior Chevrolet
is the only car one
can buy for a small
sum of money and
still take pride in
owning. It is a
completely equipped
standardized car

possessing every
essential, including
a standard gear
shift and an
emergency brake lever
The price is \$525⁰⁰
F.O.B. Plant

CHEVROLET



Spark-C

Tells you:

"This distributor
point is dirty—
that's all"

Nothing serious the matter with the engine—no need to pay a lot of money to restore its old power. Spark-C says that the distributor contact point needs wiping off with a cloth—that's all.

Spark-C is the instantaneous trouble-finder for ignition systems. It tells you the condition of your spark-plugs and wiring. It points out dead or faulty plugs with a certainty that is absolute. Anyone can use it. There is nothing to do but read the message of Spark-C. Directions for use are imprinted on Spark-C.

Spark-C is made right internally and externally. It is just big enough for its purpose. The ignition system can be tested with clean hands, and with no chance of shock or danger from the running engine.

Spark-C can be used on high-tension current from dry cells, storage battery, or magneto. Every man who owns a car should keep one in his car for periodical testings and for emergency use. It is useful for every type of internal-explosion engine fired with an electric spark.

Westinghouse makes Spark-C. That means we guarantee it will do what we say it will—that it is worth the price we charge.

Come to the New York Auto Show and watch a demonstration of Spark-C, fourth floor, booth D-189A (at head of stairs).

Order a Spark-C from your garageman or automotive supply dealer. If he has no Spark-C in stock, place your order. He can get one for you.

WESTINGHOUSE LAMP COMPANY,
510 West 23d Street, New York
District Offices and Warehouses in All Principal Cities

Westinghouse

The New F-50

MITCHELL

An Exceptional Six
With
"A Flow of Power"

CHARACTERISTICS

Sturdiness—Comfort—Appearance
— Smoothness — Acceleration —
Abundant Speed — Flexibility —
Perfect Carburetion—Economy of
Gas and Oil—Mechanical Accuracy
— Durability — Performance in
High Gear—High Torque at Low
Speed—Hill Climbing Ability.

Beautiful examples of this
wonderful car are displayed
at the Mitchell Exhibit.

SPACE B-23
GRAND CENTRAL PALACE

Also, at our Show Rooms, Columbus
Circle, Broadway at 59th Street.

NEW YORK MITCHELL MOTOR CAR CO.



The Greatest News of Automobile Show Week

EVER since the first Stutz "made good in a day" on the Indianapolis Motor Speedway in 1911—this wonder car has been making records.

Today it adds a new record to its laurels.

Not a new record of the race track, where its sturdy construction and speed and ability established its supremacy over the world's finest cars.

But a new record of unequalled value!

For now you can buy the best car that ever bore the Stutz name and Stutz reputation—

—For less than \$3000.

Mark this well—you buyers, who know the best in motor cars—who feel that the really good high-class car—built for years of satisfying service—bespeaking its place among the world's best—should sell for \$5000 or over.

And with all its other improvements and refinements, the Stutz buyer is now given option of right or left hand drive.

Witness these new Stutz prices—the new standards of value for the finest automobile products that science and care and experience and facilities and capital can produce.

STUTZ	Bearcat	\$2950
STUTZ	Roadster	\$2950
STUTZ	Four Passenger	\$2990
STUTZ	Six Passenger	\$2990
STUTZ	Coupe	\$3990

Stutz is going forward. Just as years ago the Stutz led the way on the Speedway, the great organization back of this unequalled car today leads the way for the small group of really exacting makers of the world's finest cars.

No need for you who want the best to envy the Stutz owner—be one!

Space B-28

Automobile Show

Wm. Parkinson Motor Sales Co.

1796 Broadway, New York City

Brooklyn 1168 Bedford Avenue Newark 372 Central Avenue
STUTZ MOTOR CAR CO. OF AMERICA, Inc., Indianapolis

STUTZ DEALERS NEWS

THURSDAY, JAN. 12, 1922

Stutz Sales Plan Is Big Success.

The new dealers' plan of Stutz, which was introduced at the New York automobile show, met with instant success. Visiting dealers who received the plan in detail admitted that it was a square, open-handed effort on the part of the manufacturer to co-operate to the fullest extent with the dealers. The plan was prepared by an ex-dealer and is the fairest proposition you have ever seen.

Dealers Like It.

It has been very gratifying to the Stutz executives to receive so many complimentary calls from dealers handling various makes of cars at Stutz Headquarters, Room 3029, Hotel Commodore. They were all very much interested in the Stutz sales plan and agreed that it was most satisfactory to dealers.

Abe Martin Says:

"We remember when it used to take five or six years of good, hard, consistent effort to kill a feller."

Likes Sturdy Backing.

"It is very gratifying to know that the factory you represent is permanently financed. It makes for more consistent effort and a building up for the future," said George Hoeveler, Stutz distributor in Pittsburgh.

Just Can't Wait.

Col. Haynes, in charge of Wm. Parkinson's Brooklyn branch of his Metropolitan dealer organization, sold two cars at the New York show yesterday.

Canada Represented.

George Trimm, Stutz distributor in Montreal, has an optimistic word for the 1922 automobile selling season in the Dominion.

Other Dealers Here.

Edward Becker, Boston; W. T. Nichols, Baltimore; H. S. Thomas, Cleveland; F. E. Tucker, New York; and Lowell and Hammond, Binghamton, were among the Stutz distributors at the show Wednesday.